

Leisure and Tourism (Double Award)

General Certificate of Secondary Education **GCSE J444**

General Certificate of Secondary Education (Double Award) **GCSE J488**

Mark Scheme for the Unit

January 2010

J444/J488/MS/R/10J

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Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

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Any enquiries about publications should be addressed to:

OCR Publications
PO Box 5050
Annesley
NOTTINGHAM
NG15 0DL

Telephone: 0870 770 6622
Facsimile: 01223 552610
E-mail: publications@ocr.org.uk

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B181 Understanding the leisure and tourism industries

Question			Expected Answer	Marks	Additional Guidance
1	(a)	(i)	<p>Identify <u>four</u> other types of entertainment providers (other than ten pin bowling alley).</p> <p>One mark for each correct identification up to a maximum of four identifications.</p> <ul style="list-style-type: none"> • Cinema (1) • Theatre (1) • Bingo hall (1) • Nightclub (1) • Concert venue (1) • Laser quest (1) • Pubs and bars (1) • Restaurant (1) • Amusement arcade (1) • Ice rink (1) • Theme park (1). <p>Accept other valid answers.</p>	<p>[4 marks] [1 * 4] AO1</p>	<p>The providers listed are those in the specification. Allow others where valid.</p> <p>Accept skittle alley in addition to bowling alley.</p>

Question			Expected Answer	Marks	Additional Guidance
1	(a)	(ii)	<p>Identify and describe <u>two</u> products/services offered in bowling venues.</p> <p>One mark for identification and one mark for description.</p> <ul style="list-style-type: none"> • Large screen TV (1) clearly visible screen used to show major sporting events (1) • Bar and Grill (1) an in-house restaurant that provides food and drink (1) • American pool pit(1) where you have many brightly coloured pool tables (1) • Live hosts (1) such as a DJ playing music and requests while you bowl (1) • Arcade games (1) where you have games using all the latest video technology (1) • Birthday parties (1) where a live DJ can be present to host a party for all ages (1) • Shoe hire (1) special shoes provided (1) so that lanes are not damaged (1) they are expensive to buy (1). 	<p>(4 marks) (1 + 1)* 2 AO1 – 2 AO2 – 2</p>	<p>Descriptive element must contain some description of the product or service.</p> <p>Do not accept a description of the activity connected with the product/service.</p>
1	(a)	(iii)	<p>Explain why people might visit a ten pin bowling venue for <u>each</u> of the following reasons.</p> <p>Variety of entertainment</p> <p>Socialising</p> <p>For each reason explained award up to two marks.</p> <p>Variety of Entertainment – Bowling complexes offer more than just bowling they have a range of activities to suit all ages such as Arcades (1) birthday parties (1) pool tables (1) or a disco (1).</p> <p>Social – Bowling is a social activity as you tend to play with a group of friends (1) and can be competitive (1) but also with all the other activities you can socialise everywhere in the complex such as in the café (1) or on the dance floor (1) or playing arcade games (1) or to have fun with friends (1).</p>	<p>(4 marks) (1 + 1)* 2 AO2 – 4</p>	<p>Award marks for either identifying and/or expanding upon one point or two activities available.</p>

Question			Expected Answer	Marks	Additional Guidance
1	(b)	(i)	<p>A sports centre is an example of a type of organisation providing leisure facilities. Identify <u>four</u> other types of organisation that provide leisure facilities.</p> <p>One mark for each correct identification. Up to a maximum of four identifications.</p> <ul style="list-style-type: none"> • Tenpin Bowling alley (1) • Health club and spa (1) • Dry ski slope (1) • Snooker hall (1) • Pool hall (1) • Swimming pool (1) • Tennis club (1) • Squash club (1) • Cinema complex (1) • Indoor winter sports facility (1) • Football club (1) • Outdoor activity centre (1) • Golf club (1) • Leisure centre (1) • Bingo venue (1) • Laser quest provider (1) • Theatre (1) • Hotel (1) • Holiday park (1) • Themed park (1). <p>Accept other valid answers.</p>	<p>(4 marks) (1 * 4)</p> <p>AO1 – 4</p>	<p>Candidates are unlikely to be accurate in identifying organisations. Accept facility types and named providers if they are clearly providing leisure facilities ie David Lloyd centre.</p> <p>However only award one mark per facility type for example, Bannatynes and Fitness First will only achieve 1 mark.</p> <p>Do not credit where only an activity is identified ie Football, swimming, ice skating.</p>

Question			Expected Answer	Marks	Additional Guidance
1	(b)	(ii)	<p>Identify and describe <u>two</u> jobs that might be available in the leisure component of the leisure and tourism industries.</p> <p>One mark for identification and One mark for each description.</p> <p>Jobs could be from the list given in the Specification:</p> <ul style="list-style-type: none"> • point of sale related jobs ie receptionist • administration • facility management ie health club manager • instructors. <p>Exemplar response:</p> <p>One job available in the leisure component of the leisure and tourism industry is that of gym instructor (1) a gym instructor has to show people how to use fitness equipment (1).</p>	<p>[4 marks] [1 + 1]*2 AO1 – 2 AO2 – 2</p>	<p>The description should contain some element of what the job involves. Answers will be varied but should be focussed on the job not the skills or qualities required to carry out the job.</p> <p>Do not accept 'has to be good with people' 'must have patience' Catering jobs ie waiter or chef.</p>
2	(a)		<p>Identify <u>two</u> visitor groups that are targeted in the advertisement shown in Fig 1.</p> <p>One mark for each correct identification, up to a maximum of two identifications.</p> <p>Golf enthusiasts (1) Business people (1) Leisure visitors (1) Honeymoon couples (1) Couples (1) Special interest (1) Families (1).</p>	<p>(2 marks) (1 + 1) AO2 – 2</p>	<p>Groups must be specific do not accept generic groups such as, holidaymakers, old people, rich people, independent traveller.</p>

Question	Expected Answer	Marks	Additional Guidance
2 (b)	<p>Identify and describe <u>two</u> key operational tasks that might be carried out when developing this new package.</p> <p>One mark for identification, a further mark for description.</p> <p>Marketing research (1) give out a questionnaire to people staying at the hotel (1)</p> <p>Advertisement creation (1) making an advert that can be shown on TV (1)</p> <p>Leaflet creation (1) making a leaflet to give out in tourist offices (1)</p> <p>Room preparation (1) room preparation to suit honeymooners (1)</p> <p>HR planning (1) to ensure the hotel has adequate staff (1)</p> <p>Sales (1) putting together a pricing structure (1)</p> <p>Product design (1) designing packaging (1).</p>	<p>(4 marks) (1 + 1)* 2</p> <p>AO1 – 2 AO2 – 2</p>	<p>Candidate may not have used the correct terminology for ‘operational task’ but may still be credited for an accurate description of an acceptable operational task.</p>

Question		Expected Answer	Marks	Additional Guidance
2	(c)	<p>Identify and describe <u>two</u> measures that HRS hotels take to protect guests and staff from the risk of fire.</p> <p>One mark for identification and one mark for each description.</p> <p>Fire alarm system (1) Install smoke alarms in every room (1)</p> <p>Fire extinguishers (1) Place extinguishers at all key points (1)</p> <p>Fire doors (1) Install fire doors and ensure that they are always closed (1)</p> <p>Fire evacuation notices (1) Display evacuation procedures in an obvious place for guests to read (1)</p> <p>Fire evacuation practices/procedure (1) so that guests know how to evacuate in the event of a fire (1).</p>	<p>(4 marks) (1 + 1)* 2 AO1 – 2 AO2 – 2</p>	

Question	Expected Answer	Marks	Additional Guidance
2 (d)	<p>Evaluate the appeal of a large hotel, such as an HRS hotel, to different visitor types.</p> <p>Evaluate the appeal of large hotels to different visitor types.</p> <p>Indicative content</p> <ul style="list-style-type: none"> • Restaurants • Leisure clubs • Swimming pools • Golf courses • Location(s) • Gardens • Conference facilities • Customer service • Cost • Relaxation. <p>Level 1: (1-3 marks) Candidate identifies appealing elements.</p> <p>Level 2: (4-6 marks) Candidate applies knowledge of the appeal of a large hotel.</p> <p>Level 3: (7-8 marks) Candidates at this level will exemplify the indicative content by offering analytical and/or evaluative comment. At this level there should be some breakdown of visitor types.</p> <p>Level 4 (9-10) Candidate makes a judgement on the appeal of a hotel either in the given context or of any other hotel and justifies their answer. This may be in the form of a conclusion. There is likely to be evidence of both positive and negative aspects.</p>	<p>[10 marks] Use Levels</p> <p>AO1 – 3 AO2 – 3 AO3 – 4</p>	<p>Level 1 1 mark – 1 appealing element identified 2 marks – 2 appealing elements identified 3 marks – 3 appealing elements identified</p> <p>Must be reference to visitor types in the answer to achieve level 2</p> <p>Level 2 4 marks – 1 appealing element applied 5 marks – 2 appealing elements applied 6 marks – 2 appealing elements having good application</p> <p>Level 3 7 marks – 1 analytical comment 8 marks – 2 analytical or evaluative comments</p> <p>Level 4 9 marks – 1 reasoned judgement made 10 marks – 2 reasoned judgements made</p>

Question		Expected Answer	Marks	Additional Guidance
2	(d)	<p>Large hotels have swimming pools (L1) and restaurants (L1) they have lots of rooms and sometimes nice gardens or a golf course(L1) that might appeal to business people (L2 marks) and restaurants to suit children and adults (L2)</p> <p>Large hotels are often given a high quality rating and have fine restaurants that offer guests extra special treatment such as romantic meals (L3) However many large hotels really create appeal by having really nice surroundings (L3) and great customer service such as things like them coming to turn your bed down at the end of the day and leaving chocolates on your pillow making you feel special (L4) Outstanding customer service and excellent facilities make it more of a special treat or break for any visitor group</p> <p>And so they are likely to return (L4).</p>		
3	(a) (i)	<p>In which country would you find each of the following</p> <p>For each correct answer award one mark up to a maximum of two</p> <p>Sydney Harbour Bridge = Australia (1)</p> <p>Euro Disney (Disneyland Paris) = France (1).</p>	<p>[2 marks] [1+1]</p> <p>AO1 – 2</p>	
3	(a) (ii)	<p>Identify and explain the main reason tourists visit each of the following</p> <p>For each activity outlined award up to two marks</p> <p>Sydney Harbour Bridge – sightseeing (1) a world famous landmark (1) to take photos (1) to take in the views (1) climbing (1)</p> <p>Disneyland Paris – visit the theme park (1) to go on the rides (1) experience the characters (1) safe for children (1).</p>	<p>[4 marks] [1+1]*2</p> <p>AO1 – 2 AO2 – 2</p>	<p>Candidate must explain an identified point for the second mark.</p> <p>Do not credit two marks for two separate identifications.</p>

Question			Expected Answer	Marks	Additional Guidance
3	(b)	(i)	<p>Explain <u>one</u> advantage to this family of flying to Paris for a trip to Euro Disney, rather than driving.</p> <p>Award one mark for the advantage identified and one mark for each explanation point (related to the identified advantage) made up to a maximum of three marks.</p> <p>Speed (1) as it is much quicker than driving (1) and gives you more time in the resort (1) and you will not get caught in traffic (1) means less stress for parents in the car with children (1) Cost (1) may be cheaper than a car as you don't pay for the ferry (1), fuel (1) or road tolls (1) it also costs money every time you stop to rest (1) Experience (1) children would get very excited when flying (1) this would improve the holiday for them (1) as it would be two experiences in one holiday (1) Ease of access (1) as it is easy to get from the airport to the resort (1) using train or shuttle bus (1) and you don't need a car in the resort (1).</p>	<p>[4 marks] [1 + 3]</p> <p>AO2 – 4</p>	<p>Only credit for one advantage.</p>

Question	Expected Answer	Marks	Additional Guidance
3 (b) (ii)	<p>Evaluate the appeal of Euro Disney to this family.</p> <p>This question will be assessing QWC.</p> <p>Indicative content</p> <ul style="list-style-type: none"> • Rides • Characters • On site accommodation • Variety of entertainment • Souvenir shops • Memorabilia • Shows • Security/safety • Accessibility • Cafes/restaurants • Something to suit all budgets. <p>Level 1 (1-2) Candidates at this level will list some of the features of the resort but will make no attempt to develop these ideas.</p> <p>Level 2 (3-6) Candidate applies knowledge outlining features of Euro Disney resort.</p> <p>Level 3 (7-8) Candidates analyses reasons the resort appeals to this family. Candidates at this level will exemplify the indicative content by offering analytical comment.</p> <p>Level 4 (9-10) Candidate makes a judgement on appeal of the resort to this family and justifies their answer. This may be in the form of a conclusion.</p>	<p>[10 marks] Use levels</p> <p>AO1 – 2 AO2 – 4 AO3 – 4</p>	<p>The candidate must have clearly demonstrated Answer must be applicable to the family in the given scenario.</p> <p>1 mark – 1 appealing feature identified 2 marks – 2 appealing features identified</p> <p>Level 2 3 marks – 1 feature applied 4 marks – 2 feature applied 5 marks – 3 features applied or 2 with good application 6 marks – 2 or more features having very good application with sound learned knowledge</p> <p>Level 3 7 marks – 1 analytical comment 8 marks – 2 analytical or evaluative comments</p> <p>Level 4 9 marks – 1 reasoned judgement made 10 marks – 2 reasoned judgements made</p>

Question			Expected Answer	Marks	Additional Guidance
3	(b)	(ii)	<p>Exemplar answer:</p> <p>Disneyland is the home of Mickey Mouse and Snow White etc (L1), there are lots of rides (L1) and you can stay in hotels within the park boundaries. (L2). Children will have fun when they meet Mickey Mouse (L2) and have their picture taken (L2). Children also have fun on all the rides and watching the many shows that take place (L2)</p> <p>The characters appeal to children because they have seen them on DVD's, TV and in books (L3). The entertainment runs all day long so children never get bored (L3). An important part of the experience is to meet the needs of the parents as they will need to keep children from getting very tired and hungry, the nature of the resort that offers entertainment, restaurants and accommodation on one site really appeals to parents (L4). The resort also has good security measures and good customer service provision which is very important for parents trying to make sure their family have a good time safely (L4).</p>		
4	(a)		<p>Name <u>two</u> other types of accommodation.</p> <p>Allow one mark for each valid point made.</p> <p>Hostel (1) Holiday cottage (1) Holiday park – Chalet (1) Tent (1) Caravan (1) Log cabin (1) Conference centre rooms (1) Canal boat (1).</p>	<p>[2 marks] [1 + 1]</p> <p>AO1 – 2</p>	<p>Allow camping/campsite.</p> <p>Accept anything which is an appropriate form of accommodation.</p>

Question			Expected Answer	Marks	Additional Guidance
4	(b)	(i)	<p>Which type of accommodation has the highest occupancy in every year?</p> <p>Only one answer is valid for one mark Hotels (1).</p>	<p>[1 mark]</p> <p>AO1 – 1</p>	
4	(b)	(ii)	<p>Which type of accommodation had the lowest occupancy in every year?</p> <p>Only one answer is valid for one mark B&B's (1).</p>	<p>[1 mark]</p> <p>AO1 – 1</p>	
4	(c)	(i)	<p>What is meant by a guest house?</p> <p>Must contain at least two of the essential elements listed below:</p> <ul style="list-style-type: none"> • a private home • boarding house • offers accommodation • usually provides breakfast • sometimes provides evening meal • often has a 'common area 'where guests can watch TV. 	<p>[2 marks]</p> <p>AO1 – 2</p>	

Question			Expected Answer	Marks	Additional Guidance
4	(c)	(ii)	<p>Describe the trend in guest house occupancy over the period 2004 to 2008.</p> <p>Award one mark for each valid point made within the description</p> <p>Occupancy has not been stable (1) There is an upward trend (1) Occupancy was rising in 2004-5(1) but then dipped in 2006 (1) Occupancy has been steadily rising since 2006 (1) Occupancy has remained relatively stable over the period (✓) Occupancy is always lower than in hotels (1) Occupancy is always higher than in B&B's (1).</p> <p>Accept other reasonable points made.</p>	<p>[4 marks]</p> <p>AO1 – 2 AO2 – 2</p>	
4	(d)		<p>Assess the likely cause of trends shown in fig.2.</p> <p>Indicative content</p> <ul style="list-style-type: none"> • Credit crunch • Recession • Salary levels • 'Staycation' trend • Business cut backs • Marketing activity • Change in target markets 	<p>[10 marks]</p> <p>Use levels</p> <p>AO1 – 3 AO2 – 3 AO3 – 4</p>	

Question	Expected Answer	Marks	Additional Guidance
4 (d)	<ul style="list-style-type: none"> • Exchange rates • Terrorist activity • Weather. <p>Level 1: (1-3 marks) Candidate identifies trend features but will make no attempt to develop these ideas.</p> <p>Level 2: (4-6 marks) Candidate outlines causes without analysis.</p> <p>Level 3: (7-8 marks) Candidates analyses reasons for the trend patterns identified.</p> <p>Level 4: (9-10 marks) Candidate makes a judgement on the causes behind the trends in the given context and justifies their answer.</p> <p>Exemplar response</p> <p>Occupancy can fall due to a credit crunch (L1) or rise because people earn more money (L2) B&B occupancy increases when people have less money (L2) Some other reasons for the trends are that due to the credit crunch more people are taking holidays in the UK as it costs less than to go abroad (L3). Also hotels are getting better leisure facilities so more people will go (L3). The drop in 2008 might be because of the recession (L4) and so less business people are using hotels and guest houses. The trend for B&B accommodation has stayed the same because businesses don't often use B&B's (L4).</p>		<p>1 mark – 1 trend feature identified 2 marks – 2 trend features identified 3 marks – 3 trend features identified</p> <p>Level 2 4 marks – 1 cause outlined 5 marks – 2 causes outlined 6 marks – 3 causes outlined</p> <p>Level 3 7 marks – 1 analytical comment 8 marks – 2 analytical or evaluative comments</p> <p>Level 4 9 marks – 1 reasoned judgement made 10 marks – 2 reasoned judgements made</p>

Grade Thresholds

General Certificate of Secondary Education
Leisure & Tourism (Double Award) (J444 J488)
January 2010 Examination Series

Unit Threshold Marks

Unit B181		Maximum Mark	A*	A	B	C	D	E	F	G	U
	Raw	80	72	64	56	48	40	32	24	16	0
	UMS	80	72	64	56	48	40	32	24	16	0

Specification Aggregation Results

0 candidates were entered for aggregation this series

For a description of how UMS marks are calculated see:
<http://www.ocr.org.uk/learners/ums/index.html>

Statistics are correct at the time of publication.

OCR (Oxford Cambridge and RSA Examinations)
1 Hills Road
Cambridge
CB1 2EU

OCR Customer Contact Centre

14 – 19 Qualifications (General)

Telephone: 01223 553998

Facsimile: 01223 552627

Email: general.qualifications@ocr.org.uk

www.ocr.org.uk

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Head office
Telephone: 01223 552552
Facsimile: 01223 552553

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